

## **METHOD AND APPARATUS FOR COLLECTING USER FEEDBACK BASED ON SEARCH QUERIES**

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### **ABSTRACT OF THE DISCLOSURE**

The present invention provides a method and apparatus for collecting user feedback based on search queries. The method comprises receiving a search term from a user, providing a search result to the user based on comparing at least a portion of the received search term with at least a portion of one or more entries stored in a database and providing a feedback module to the user to monitor at least one online action of the user in response to providing the search result. The method further provides for receiving, from the feedback module, information associated with the at least one monitored user action to adjust at least one entry stored in the database.